MELROSE SHOPPING CENTER
7600 Melrose Ave.
Los Angeles, CA 90046

August 31, 2020

Honorable Paul Koretz
City Council District 5
City of Los Angeles
200 N. Spring St.
Room 440
Los Angeles, CA 90012

Paul Koretz@lacity.org

Re: Uplift Melrose Support

Dear Paul,

I was talking to one of your old classmates, Stacy Winett, from Canfield elementary, Palms Middle, and Hamilton High and she and her family are also good friends with us also. Paul, You know my wife, Sylvia, grew up in the area of Melrose/ Fairfax and went to local schools as I did growing up in Beverlywood and graduating Hamilton High. We love and have such pride in this community and I know you do too.

Paul, before you leave office, it is in your hands to dramatically change the environment of our community which will long outlive all of us attending this meeting. People uniformly around here are depressed and frustrated from Covid 19 and the recent vandalism, particularly the small iconic "mom and pop" retail stores are facing financial disaster in our wonderful Melrose BID. Now, more than ever, we have a chance to be a shining example of how urban renewal can upgrade communities that were built in the early part of the last century and have remained structurally the same for the last 80 years. We can once again make the area into vibrant centers of art, entertainment, and culinary excellence.

I got involved because after the financial meltdown of 2008, we saw our "special" neighborhood slide into decay. Melrose was fast becoming a desperate example of filth and economic desperation, not the cutting edge style trend setter it became in the 1980-2000. However, because of the energy and enthusiasm of so many in and out of the city government, **StreetsLA** came up with a positive change that they felt was a perfect fit for the ATP state grant available. Moreover, it was out of the excitement for this unique opportunity to make a difference that this "special" project would forever be documented throughout architectural and urban renewal advocates as a stunning example of a community pulling together to upgrade the environment in which they live and play.

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Paul, your support is critical for us to move forward. Whatever our difference on methods to attain the goals outlined, we have to apply for the grant by ***September 15*** and then work constructively to insure that all who wish to have input in the project have that opportunity. Melrose , world famous since the 1980's & so well known as a "fun landscape"worldwide as is our sister street, Harajuku, Japan, that it is destined to be the unique place to go and be seen once again, particularly with the Olympics coming to LA in 2028.

Thanks for your support.

Denis

Denis M. Weintraub, DDS

Sylvia

Sylvia Weintraub

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